



A RESULTS DRIVEN ADVERTISING AGENCY



Effective communication makes strong connections,
smart connections make lasting ones.

Contract Number: GS-07F-405AA

Directional Advertising Solutions, Inc. (DAS Group)

9050 Pines Blvd. Suite 250 Pembroke Pines, Florida 33024

954-893-8112 info@das-group.com www.das-group.com



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U.S. General Services Administration

**GENERAL SERVICE ADMINISTRATION
Federal Supply Schedule
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is **<http://www.gsaadvantage.gov>**

Schedule Title: Federal Supply Schedule Solicitation No 7FCB-H2-070541-B, for Multiple Award Schedule 541, entitled Advertising & Integrated Marketing Solutions (AIMS)

FSC Group: 541

Contract Number: GS-07F-405AA

Contract Period: Apr. 16, 2013- Apr. 15, 2018

Contractor:



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Contractor's website: www.das-group.com

Contractor's Administration Source:

Directional Advertising Solutions, Inc. dba DAS Group

Attention: Gary Meares Title: COO

9050 Pines Blvd. Suite 250

Pembroke Pines, FL 33024 USA

Phone: 954-893-8112 Fax: 954-893-8143 Email: gary@das-group.com

Socioeconomic Indicators: Small Woman-Owned Business



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Customer Information:

1a. TABLE OF AWARD SPECIAL ITEM NUMBERS (SINS)

SIN DESCRIPTION

541 3 - Web Based Marketing Services

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

PERSONNEL	GSA (Per Hour)
Creative Director	\$70.93
Senior Web Developer / Programming Analyst	\$110.83
Senior Software Engineer	\$88.66
Graphic Designer	\$66.50
Interactive (SEO / SEM) Manager	\$66.50

Pricing includes .75% IFF fee.

1c. HOURLY RATES: (Services Only)

See pages 6 – 10

2. MAXIMUM ORDER: \$ 100,000 per SIN

3. MINIMUM ORDER: \$ 100

4. GEOGRAPHIC COVERAGE: 48 States, DC

5. POINT OF PRODUCTION: NA

6. DISCOUNT FROM LIST PRICES OR STATEMENT/ NET PRICING:

Prices listed are GSA Net, Discount Deducted.

7. QUANTITY DISCOUNTS: +2%>for orders \$100,000 (labor only)

8. PROMPT PAYMENT TERMS: +2% 20days, Net 30 days.

9a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards are accepted above the micro-purchase threshold. Contact contractor for limit.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at time of task order.

11b. EXPEDITED DELIVERY: Contact DAS GROUP for expedited delivery.

11c. OVERNIGHT AND 2-DAY DELIVERY: To be determined at time of task order.

11d. URGENT REQUIREMENTS: Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: DAS GROUP

9050 Pines Blvd. Suite 250

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13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3



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14. **PAYMENT ADDRESS:** DAS GROUP
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15. **WARRANTY PROVISION:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty. *NA for services*
16. **EXPORT PACKING CHARGES:** Not Applicable
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE (ANY THRESHOLDS ABOVE THE MICRO-PURCHASE LEVEL):** Not Applicable
18. **TERMS AND CONDITIONS OF RENTAL MAINTENANCE AND REPAIR:** Not Applicable or as applicable
19. **TERMS AND CONDITIONS OF INSTALLATION:** Not applicable
- 20a. **TERMS AND CONDITIONS OF REPAIR PARTS:** Not Applicable
- 20b. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES:** Not Applicable
21. **LIST OF SERVICE AND DISTRIBUTION POINTS:** Not Applicable or as applicable
22. **LIST OF PARTICIPATING DEALERS:** Not Applicable
23. **PREVENTIVE MAINTENANCE:** Not Applicable
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES:** Not applicable
- 24b. **Section 508 Compliance for EIT: SECTION 508 COMPLIANCE INFORMATION IS AVAILABLE ON ELECTRONIC AND INFORMATION TECHNOLOGY (EIT) SUPPLIES AND SERVICES AND SHOWS WHERE FULL DETAILS CAN BE FOUND. THE EIT STANDARDS CAN BE FOUND AT WWW.SECTION508.GOV: Contact DAS Group for more information**
25. **DUNS NUMBER:** 101950996
26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an Active Registration in the SAM database.



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Overview:

Founded in 1980, DAS Group is a directional marketing company specializing in lead generation utilizing interactive advertising, search engine marketing and local search engine placements, recruitment advertising and custom application and web development. **DAS Group is a certified Google partner.**

DAS GROUP provides directional marketing solutions for local, regional and national companies by connecting buyers and sellers at their point of decision through customized interactive and traditional marketing programs. DAS GROUP combines comprehensive primary and secondary research with media buying and planning tools to create custom solutions that deliver results. Our philosophy is that effective communication starts with marketing direction and creative execution, producing achievable and measurable results for our clients. DAS GROUP has developed a real-time ad tracking tool, ADJACK™, to measure results of campaigns to enable our clients to allocate money to successful campaigns. DAS GROUP is a woman-owned small business enterprise with a Federal Supply Schedule in Advertising and Integrated Marketing Solutions (AIMS) (GSA Contract # GS-07F-405AA). The firm holds a Federal Supply Schedule 541-3 in Custom Computer Programming (GSA Contract # GS-07F-405AA). Following are the NAICS inclusive of the firm's experience areas: 541810, 518210, 541613, 541910 and 541511.

PRACTICE AREAS:

WEB DEVELOPMENT – HTML, JAVA, ASP, ASP.Net, Ecommerce, PHP

MARKETING CONSULTING – Directional Marketing

ADVERTISING SERVICES AND PLANNING – Yellow Pages

INTERACTIVE/DIGITAL MARKETING CAMPAIGNS – Online Reputation Management, SEO, SEM, Mobile Solutions, Mobile Sites, Smart Devices Solutions, Social Media Solutions, Creative Services, Print Collateral, Lead Generation

MARKETING RESEARCH – Analytics, Lead Tracking

WEBSITE HOSTING – Data Center, SAN, Redundant, Cloud, High availability, IIS, Apache, MYSQL, SQL

BRAND MARKETING – Brand Development

INDUSTRY AREAS OF EXPERTISE:

Many of DAS GROUP's clients are leaders in their respective industries. Our industry areas of expertise include: pest control, business franchise, sports retailing, sign shop retailers, auto glass replacement services, security systems and manned patrols and motor coach charter companies.



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CATASTROPHE PROOF OFF-SITE HOSTING

Our datacenter is SSAE 16 Type II certified as well as being staffed and monitored 24/7. Power, cooling and networking are N+1 redundant, we have 2 complete sets of equipment for each system while only 1 is actually necessary. Our hosting hardware/software environment allows for multiple hardware failures without service impact. The building's fire suppression systems as well as portable extinguishers use a clean gas agent to extinguish fire. All physical access is logged and controlled by access cards and PIN codes as well as being recorded by a video surveillance system. The datacenter is in a dedicated facility with high security and only datacenter personnel occupy the building.



CREATIVE DIRECTOR

Job Description

Oversees and directs all creative aspects of the project

Duties, Functions and Responsibilities:

- Responsible for graphic and production design for marketing communications, all print materials, electronic information, advertising and online products
- Determines the needs and preferences of clients as well as the target market in creating artwork
- Directs the creation of visual designs that address business, brand, market and user requirement
- Recommends and develops design, content and presentation based on research and application of industry expertise
- Creates, plans, schedules and implements graphic design projects, which include developing concepts, establishing layouts and providing copy specifications.
- Ensures that the website is cohesive and reflects a high level of aesthetics
- Manages team of graphic and production designers

Knowledge, Skills and Capabilities

- Ability to direct the adaptation of marketing objectives into the visualization, creation, design and production of ads, brochures, printed information, website design, mobile websites, email campaigns and online display ads
- Works collaboratively with designers and Project Manager
- Supports a collaborative attitude with regard to design and teamwork
- Deadline oriented and able to work effectively in an environment with high output and to adjust to changing priorities and/or project constraints

Qualifications

- Bachelor's degree in graphic design, fine arts or communications or work experience related to graphic design
- 10 years of experience
- Demonstrates knowledge of overall desktop and mobile usability, industry standards, architecture and navigation

GSA Hourly Rate (net including IFF): \$70.93



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GRAPHIC DESIGNER

Job Description

Executes all creative elements of the project

Duties, Functions and Capabilities

- Creates the layout and design of assigned print materials, ads, supplements, desktop and mobile websites, banner ads, Facebook apps and other interactive projects
- Works with creative director to define the visuals of a narrative, ensures a distinct and consistent focus and prepares artwork for production
- Utilizes creative skills to design a variety of interactive products, traditional materials and displays for clients
- Collaborates with members of the project team to produce layout, charts, graphs, illustrations and other visual designs
- Develops, maintains and utilizes knowledge of industry trends
- Provides information and recommendations on production and costs, including paper stock and printing when requested

Knowledge, Skills and Capabilities

- Ability to lead design from concept development through execution
- Understands the fundamentals of visual communication and design, including color theory, 2D/3D design, visual organization/composition, information hierarchy, aesthetics, typography and use of symbols
- Identifies and analyzes visual communication problems, successfully describes problems to others and generates alternative solutions and evaluation of outcome
- Excellent organizational skills and the ability to work in a deadline oriented environment

Qualifications

- Bachelor of Arts in Graphic Design or related field
- Five years of work experience
- Solid working knowledge of Adobe Suite, Photoshop, Dreamweaver, Illustrator and Fireworks.
- Designs and creates HTML/CSS output for site components
- Computer drawing, illustration, layout and photo editing skills
- Experience with information architecture, requirements documentation, ACE Project Management software and working with development and design teams
- 5+ years of experience designing large websites and applications

GSA Hourly Rate (net including IFF): \$66.50

Senior Web Developer / Programming Analyst

Job Description

Technical lead in the development of modules, website design & maintenance services, search engine development, large subroutines, small applications or database updates and modifications.

Duties, Functions and Capabilities

- Develops site map, organization and navigation.
- Responsible for keeping abreast of current web application development and database technology.
- Attends project leader meeting, consults on the design of applications and delegates component work to other programmers.
- Reports to the project manager on the progress, obstacles encountered and solution alternatives.
- Interfaces with developers and technical support personnel to coordinate all the components of an application.

Knowledge, Skills and Capabilities

- HTML, XHTML
- SQL, MySQL
- CSS
- PHP
- JavaScript
- Back end programming

Qualifications

- Bachelor's Degree or relevant experience
- 10+ years of work experience
- Solid working knowledge of Visual Basic, Visual C++, Java
- 2+ years of experience utilizing high level language to develop applications

GSA Hourly Rate (net including IFF): \$110.83



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Senior Software Engineer

Job Description

Works independently on translating creative department designs into digital deliverables. Also works on modules, large subroutines, small applications or database updates and modifications.

Duties, Functions and Capabilities

- Responsible for keeping abreast of current web application development and database technology.
- Attends project leader meeting, consults on the design of applications and delegates component work to other programmers.
- Reports to the project manager on the progress, obstacles encountered and solution alternatives.
- Interfaces with developers and technical support personnel to coordinate all the components of an application.

Knowledge, Skills and Capabilities

- .NET
- Java
- HTML, XHTML
- SQL, MySQL
- CSS
- PHP
- JavaScript
- Back end programming

Qualifications

- Master's Degree or relevant experience
- 5+ years of programming and software experience
- Proficiency in industry-specific software programs
- Solid working knowledge of Visual Basic, Visual C++, Java
- 2+ years of experience in software development

GSA Hourly Rate (net including IFF): \$88.66



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Interactive (SEO / SEM) Manager

Job Description

Day to day management of assigned digital media campaigns with objectives to maximize campaign metrics while troubleshooting and helping to resolve issues.

Duties, Functions and Responsibilities:

- Provide strategic assistance to interactive team through competitive analysis
- Develop and execute media optimization tactics based on media performance observations and analysis
- Ensure that project implementation meets all objectives and are delivered on time, on budget and with utmost quality
- Continuously create, categorize and refine keyword list to drive overall campaign efficiencies
- Conduct bid management at the match type for numerous paid search accounts with extensive keyword lists
- Summarize and communicate the status of all campaigns with appropriate internal and external contacts

Knowledge, Skills and Capabilities

- Position requires in-depth knowledge of SEM/SEO, best practices and a proven track record of managing and optimizing pay-per-click search engine campaigns and ROI performance
- Working knowledge of online advertising tactics, affiliate marketing and campaign reconciliation

Qualifications

- Experience in interactive planning and buying is a must
- Bachelors' degree or 3–5 years of experience in search marketing management and organic searches
- Strong quantitative skills including analytical skills
- Ability to communicate campaign results

GSA Hourly Rate (net including IFF): \$66.50



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Account Executive

Job Description

Responsible for tactical elements of project development and client contact and updates.

Duties, Functions and Responsibilities:

- Manages the creative process and project delivery dates for their client base
- Participates in preparation of collateral for client projects
- Acts as liaison with client and contract personnel to ensure client satisfaction
- Establishes and ensures completion of quality assurance measures
- Prepares timelines in conjunction with the creative team
- Maintains weekly status reports with project team and provides updates to client

Knowledge, skills and Capabilities

- Possesses high level of organizational skills
- Fluency in project management software such as VISIO and ACE and provides the client a preliminary wire frames and descriptions and functionality for online projects
- Ability to manage multiple accounts and deliverables
- Ability to direct the timely production of project agreements and contracts and delivery of services
- Provides our staff with clearly articulated task responsibilities and expectations

Qualifications

- Bachelor's degree: Marketing or Journalism
- Minimum of 3 years' experience in marketing, public relations or project management
- Creative agency experience

GSA Hourly Rate (net): \$115.86



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PRINCIPAL

Job Description

Develops and manages client relationships, evaluates performance and provides conceptual creative design project oversight.

Duties, Functions and Responsibilities:

- Manages the team responsible for time lines and deliverable dates, and oversight of staff and contract personnel involved in all phases of design, development and production
- Provides strategic marketing and business development
- Meets with government program manager to discuss performance, review project progress and establish priorities
- Directs all strategic aspects of projects, oversees financial management and business plans
- Leads potential client meetings and business development

Knowledge, skills and Capabilities

- Possesses expertise in a broad array of the field's concepts, practices, and procedures

Qualifications

- Bachelor's degree or advanced professional degree: MFA, MBA or JD
- Minimum of 15 years' experience in creative agency

GSA Hourly Rate (net): \$166.24